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Job details

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Supplemental All applicants for this job announcement are required to complete and attach the Supplemental Application Information Form to their standard employment application.

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Bulletin Number 40098BR

Type of Recruitment Open Competitive Job Opportunity

Department Registrar-Recorder/County Clerk

Position Title PUBLIC INFORMATION OFFICER II

Exam Number E1601C

Filing Type Standard

Filing Start Date 07/21/2014

Filing End Date 08/08/2014

Filing End Time 5:00 pm PST

Salary Type Monthly

Salary Minimum 5051.27

Salary Maximum 6624.64

Position/Program Information Develops, organizes, and coordinates a comprehensive public information program for a County department. Positions allocable to this class report to a higher supervisor and have immediate responsibility developing, organizing, and coordinating major public information programs for a large County departments where there is a continuing need to gain public support and acceptance of departmental activities and programs concerning highly controversial issues.

Essential Job Functions Attends top management staff meetings and advises on the timing of interviews, speeches, and policy statements, and the overall public relations program.

Establishes the objectives of the department's information program and develops the corresponding techniques and procedures; Develops and updates departmental style guide and media contract list.

Analyzes the extent of public understanding of the department's programs and determines the need for further public information and educational activities.

Reviews legislative bills for news value and brings to attention of concerned departmental personnel.

Develops and maintains an outlet through radio, television, the press and the internet social network sites for announcements of departmental programs and activities and develops material to be presented; Carries out department communication plan through the use of social media and interactive web content.

Prepares and directs a staff in the preparation of publicity releases and feature articles on various phases of departmental activities.

Plans and directs special events of a public relations nature.

Edits, from a public relations and a policy point of view, technical papers prepared by the technical staff.

Encourages and assists reporters and magazine writers in the development of special features and in the dissemination of Departmental information.

Prepares unreviewed correspondence in reply to inquiries, general complaints, and suggestions relative to the department's programs.

Composes a variety of general and special information pamphlets concerning various phases of departmental operations for distribution to the public.

Arranges radio and television appearances for departmental personnel and prepares relevant materials.

Arranges for speeches to be given by departmental personnel or personally makes speeches before various civic groups and other organizations.

Contacts and works with representatives of other agencies, both public and private, in disseminating information concerning departmental services and activities to maximize public utilization and benefit departmental services.

Arranges press conferences to promote public understanding of the programs administered by the department.

Reviews rough drafts of departmental reports, manuals,

press release, and directives for proper composition and considers public relations implications; maintains an editorial review process.

Composes special articles concerning departmental programs or activities for publication in national magazines or newspapers as needed.

Attends or watches live television feed of Board of Supervisors meetings in an effort to keep abreast of new programs, particularly those affecting departmental operations that may require special attention to public relations.

Supervises staff critical to the operations of the department such as Media Web/Graphic Arts and Videography.

Provides support to the Division of Governmental and Legislative Affairs.

Consults with advertising agencies or staff to arrange promotional campaigns in all types of media for products, organizations, or individuals.

Serves as member of the Countywide Emergency Preparedness Committee and the Countywide Public Information Officers Organization.

Performs general operating duties but not limited to i.e., annual portable equipment inventory, Internal Control Certification Program and Emergency Management Reporting Forms; maintains and updates Departmental public bulletin board.

Requirements

SELECTION REQUIREMENTS:

A Bachelor's degree from an accredited* college or university in **Journalism, Communications, Public Relations, Marketing, or Public Administration -AND- Five years** of paid, full-time**, **public relations experience** including the writing and placing of news and feature articles for the various communication media **within the past seven years.**

Physical Class

Physical Class II: Light: Light physical effort which may include occasional light lifting to a 10 pound limit, and some bending, stooping or squatting. Considerable walking may be involved.

License(s) Required

A valid California Class C Driver License or the ability to utilize an alternative method

**Desirable
Qualifications**

of transportation when needed to carry out job-related essential functions.

A Master's degree or higher from an accredited* college or university.

Demonstrated experience in wide range of press and social media channels.

Demonstrated experience in website development and in the development and implementation of complex marketing activities.

Demonstrated recent *** experience with public relations best practices and tools, including branding and marketing of services.

Demonstrated experience in promoting the services of organizations to the press and public.

Excellent oral and written communication skills.

Excellent analytical, data interpretation, problem solving and presentation skills.

**Special
Requirement
Information**

* In order to receive credit for the required degree, you MUST include a legible copy of the official diploma, official transcripts, or official letter from the registrar of the accredited institution which shows the area of specialization with your application at the time of filing or **within fifteen (15) calendar days of filing** . Please see the "Application and Filing Information" section for methods to submit your document(s).

**Experience is evaluated on the basis of a

verifiable 40-hour workweek. Work performed part-time will be prorated on a month-for-month basis.

*****Recent experience is defined as experience gained within the last five years.**

**Accreditation
Information**

***Accreditation:** Accredited institutions are those listed in the publications of regional, national or international accrediting agencies which are accepted by the Department of Human Resources. Publications such as American Universities and Colleges and International Handbook of Universities are acceptable references. Also acceptable, if appropriate, are degrees that have been evaluated and deemed to be equivalent to degrees from United States accredited institutions by an academic credential evaluation agency recognized by The National Association of Credential Evaluation Services or the Association of International Credential Evaluators, Inc. (AICE).

**Examination
Content**

This examination will consist of TWO (2) parts:

PART I: A qualifying assessment of each candidate's background on the basis of information submitted on the Los Angeles County Application and Supplemental Application Form at the time of filing to determine the level and scope of the candidate's preparation for the position.

NOTE: Only the candidates with the highest qualifications, as determined by the screening process, will be invited to the interview.

PART II: An interview to assess experience, personal fitness and general knowledge and abilities to perform the duties of the position weighted 100%.

Candidates must achieve a passing score of 70% or higher on PART II of the examination in order to be placed on the eligible list.

Applicants with disabilities who require special arrangements must provide the Recruitment and Selection Section with advance notice.

**Special
Information**

**FINGERPRINTING AND SECURITY
CLEARANCE:**

Before a final appointment is made to this position, candidates are subject to security clearance which includes fingerprinting. An individual may be withheld from appointment, if he/she has a conviction record incompatible with the essential duties of the position for which he/she has applied. Any false statement or omission of material fact may cause forfeiture of employment rights. Information presented on employment applications, resumes and during the examination process is subject to verification. Disqualifying factors may include but are not limited to: felony convictions, certain job-related misdemeanor convictions, certain serious traffic convictions or patterns of traffic violations (e.g., 4 or more moving violations within the past 2 years, failure to appear, at-fault accidents, and driving under the influence), illegal use of certain controlled substances and/or poor employment history.

**Vacancy
Information**

The resulting eligible list for this examination will be used to fill a vacancy in the Department of Registrar-Recorder/County Clerk.

**Eligibility
Information**

The names of candidates receiving a passing score in the examination will be

placed on the eligible list in order of their score group for a period of twelve (12) months from the date of promulgation.

Available Shift

Any

**Application and
Filing
Information**

APPLICATIONS MUST BE FILED ONLINE ONLY. APPLICATIONS SUBMITTED BY U.S. MAIL, FAX, OR IN PERSON WILL NOT BE ACCEPTED.

All applicants are required to submit a County of Los Angeles Application and **Supplemental Application Information Form** online (via electronic submission) ONLY. Facsimile and hardcopy applications will not be accepted.

Fill out your application and **Supplemental Application Information Form** completely. Provide any relevant education, training, and experience in the spaces provided so we can evaluate your qualifications for the job.

All information is subject to verification.

We may reject your application at any time during the selection process.

Applications must be completed and submitted online by clicking on the tab above or below this bulletin that reads Apply to Job . You can track the status of your application online and receive notification of your progress by e-mail.

All correspondence to applicants will be sent electronically with the exception of the final examination result notice.

Applications electronically received after

5:00 p.m. , PST on the last day of filing will not be accepted.

Note: You must upload any required documents as attachments during application submission. If you are unable to attach required documents, you may fax the documents to (562) 462-1373 or email them to fman@rrcc.lacounty.gov **within fifteen (15) calendar days of filing online** . Please include your name, the exam number and exam title on the faxed documents.

The acceptance of your application will depend on whether you have clearly shown that you meet the SELECTION REQUIREMENTS based on the information provided on the application and Supplemental Application Information Form by the last day of filing. It is to your advantage to provide complete and thorough information for evaluation, including complete dates (MM/DD/YY). Of particular interest will be the breadth and length of experience in the areas covered under "Selection Requirements and Desirable Qualifications."

Resumes may be added to your application, but cannot be substituted for the Education and Experience portions of the County application nor for the completion and submission of the Supplemental Application Information Form.

Applications must be submitted using the established Supplemental Application Information Form for this examination.

Alternate forms will not be accepted.

ALL APPLICANTS MUST ENTER A VALID SOCIAL SECURITY NUMBER AT THE TIME OF FILING. ENTERING ANYTHING OTHER THAN A VALID SOCIAL SECURITY NUMBER (i.e. 000-00-0000, 111-11-1111, etc.) WILL RESULT IN AN AUTOMATIC REJECTION OF YOUR APPLICATION.

County of Los
Angeles
Information

View details regarding Employment Eligibility Information, Social Security Act of 2004, Records of Convictions, Veterans Preference Credit, Los Angeles County Child Support Compliance Program, Americans with Disabilities Act of 1990 and the California Fair Employment and Housing Act by clicking on the link below:

[GENERAL EXAMINATION INFORMATION](#)

OR

Visit <http://dhr.lacounty.info> to view the above information. Click on Career Opportunities' Tab, and then click on General Examination Information Tab.

Equal Employment Opportunity: It is the policy of the County of Los Angeles to provide equal employment opportunity for all qualified persons, regardless of race, religion, sex, national origin, age, sexual orientation, or disability.

All positions are open to qualified men and women pursuant to the Americans with Disabilities Act of 1990 and the California

Fair Employment and Housing Act.

The County will make reasonable accommodations.

Department Contact Name	Francis Man
Department Contact Phone	(562) 462-2297
Department Contact Email	hrrecruitment@rrcc.lacounty.gov
ADA Coordinator Phone	(562) 462-2285
California Relay Services Phone	(800) 735-2922
Job Field	General Government Services/Other
Job Type	Professional

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